Rep Order# 8863441 EC'd Yes

Ver# 5 Status Revised

Traffic Order# 37381

Printed: 10/0

10/03/2012 11:08 AM 10/03/2012 10:23 AM

Last Received: 10/03/2012 10:2

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS

Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D

Estimate#

Buyer MICHAEL DETTORRE

Phone# Fax# Agency () SHORR JOHNSON MAGNUS

1831 CHESTNUT ST PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates

10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON Salesperson () MIKE JONES

Salesperson Phone# Salesperson FAX#

202-872-5880 202-872-0263

1 of 8

- CONTRACT COMMENT --

-- REMARKS --

REVISION, DO NOT DOUBLE BOOK TOTAL REMAINS THE SAME - \$69,835 PLEASE CONFIRM THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	400A-459A	4	:30	\$25.00	10/09-10/12	5	1	5	\$125.00	
		Buyl	ine Comment:	: NEWS								
	2	М	400A-459A		:30	\$25.00	10/15-10/15	2	1	2	\$50.00	
		Buyl	ine Comment:	: NEWS								
	3	TU-F	700A-900A	i.	:30	\$165.00	10/09-10/12	10	1	10	\$1,650.00	
		Buyl	ine Comment:	: THS MRN								
	4	М	700A-900A	i.	:30	\$165.00	10/15-10/15	3	1	3	\$495.00	
		Buyl	ine Comment:	: THS MRN								
	5	TU-F	500A-600A	A.	:30	\$185.00	10/09-10/12	11	1	11	\$2,035.00	
		Buyl	ine Comment:	: NEWS								
	6	М	500A-600A	A	:30	\$185.00	10/15-10/15	3	1	3	\$555.00	
		Buyl	ine Comment:	: NEWS								

10/03/2012 11:08 AM 2 of 8 Rep Order# EC'd Yes 8863441 Status Revised Traffic Order# 37381 Printed: Ver# 5 10/03/2012 10:23 AM

Last Received: 10/6
Showing Buylines: All Lines

Advertiser Product	Advertiser () BERKLEY, SHELLY			CHESTNU ADELPHIA	JOHNSON MAG IT ST A, PA 19103	GNUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
	MICHAEL DETTORRE		Agency C/P1/P2/E Flight Dates 10/09/2012 - 10/15/2012 Hiatus Weeks			12	Salesperson Salesperson		202-872-5 202-872-0			
LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart	
7	TU-F 600A-700A Buyline Comment:	NEWS		:30	\$250.00	10/09-10/12	8	1	8	\$2,000.00		
8	M 600A-700A Buyline Comment:			:30	\$250.00	10/15-10/15	2	1	2	\$500.00		
9	TU-F 1200P- 1230P			:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00		
	Buyline Comment:	NEWS										
10	M 1200P- 1230P Buyline Comment:	NEWS		:30	\$275.00	10/15-10/15	1	1	1	\$275.00		
11	TU-F 300P-400P Buyline Comment:			: 30	\$375.00	10/09-10/12	4	1	4	\$1,500.00		
12	M 300P-400P Buyline Comment:			:30	\$375.00	10/15-10/15	1	1	1	\$375.00		
13	TU-F 1000A- 1100A Buyline Comment:	PRICE RITE		:30	\$400.00	10/09-10/12	1	1	1	\$400.00		
14	M 1000A- 1100A Buyline Comment:			:30	\$400.00	10/15-10/15	1	1	1	\$400.00		
15	TU-F 900A- 1000A Buyline Comment:			:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00		
16	M 900A- 1000A Buyline Comment:			:30	\$275.00	10/15-10/15	1	1	1	\$275.00		

 Rep Order#
 8863441
 Ver#
 5
 Status Revised
 Traffic Order# 37381
 Printed:
 10/03/2012 11:08 AM
 3 of 8

 EC'd
 Yes
 Last Received:
 10/03/2012 10:23 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		LY	Agency () 1831 CI PHILAI Agency C/P1/P2/F	Rep Firm Sales Office Salesperson	ron Es							
Buyer Phone# Fax#	MICHAEI	MICHAEL DETTORRE				/2012 - 10/15/20	12	Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
17	TU-F	1100A- 1200P			:30	\$500.00	10/09-10/12	0	0	0	\$0.00	
	Buy	line Comment:	: YNG & RSTLSS									
18	м	1100A- 1200P			:30	\$500.00	10/15-10/15	2	1	2	\$1,000.00	
	Buy	line Comment:	: YNG & RSTLSS									
19	SU Buy	500P-700E			:30	\$215.00	10/14-10/14	0	0	0	\$0.00	
20	SA	500P-700E			:30	\$185.00	10/13-10/13	2	1	2	\$370.00	
21	TU-F	500P-630E	•		:30	\$400.00	10/09-10/12	8	1	8	\$3,200.00	
22	м	500P-63CE	•		:30	\$400.00	10/15-10/15	2	1	2	\$800.00	
	Buy	line Comment	: NEWS									
23	TU-F Buy	430P-500E			:30	\$350.00	10/09-10/12	8	1	8	\$2,800.00	
24	M Buy	430P-500F			:30	\$350.00	10/15-10/15	2	1	2	\$700.00	
25		700P-800E			:30	\$165.00	10/13-10/13	1	1	1	\$165.00	
26		700P-800I			:30	\$300.00	10/09-10/12	3	1	3	\$900.00	
27	м	700P-800I	P		:30	\$300.00	10/15-10/15	2	1	2	\$600.00	

Rep Order# EC'd Yes Traffic Order# 37381 Printed: 10/03/2012 11:08 AM 4 of 8 8863441 Ver# 5 Status Revised Last Received: 10/0 Showing Buylines: All Lines 10/03/2012 10:23 AM

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#				Agency Agency (1831 C PHILA	HESTNU DELPHIA	JOHNSON MAG T ST A, PA 19103	NUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
Bu	yer one#	MICHAEI	L DETTORRE					/09/2012 - 10/15/2012		Salesperson Salesperson	Phone# FAX#	202-872-5880 202-872-0263		
LT	Ln	Day	Time	Program			Len	Rate	Dates	Spots/Week	∦ of Weeks	Total Spots	Total Cost	Daypart
	28	TU-F Buy	630P-700P vline Comment:				:30	\$275.00	10/09-10/12	1	1	1	\$275.00	
	29	M Buy	630P-700P line Comment:				:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
	30	TU Buy	800P-900P vline Comment:				:30	\$12,000.00	10/09-10/09	1	1	1	\$12,000.00	
	31	TU Buy	1000P- 1100P vline Comment:	VEGAS			:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00	
	32	TU	900P- 1000P vline Comment:	NCIS LA			:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
	33	тн	900P- 1000P				:30	\$1,800.00	10/11-10/11	2	1	2	\$3,600.00	
	34	su	700P-800P				:30	\$1,300.00	10/14-10/14	1	1	1	\$1,300.00	
	35	M	1000P- 1100P /line Comment:	HAWAII			:30	\$1,900.00	10/15-10/15	0	0	0	\$0.00	
	36	М	900P- 1000P				:30	\$2,200.00	10/15-10/15	o	0	0	\$0.00	
	37	su	1000P- 1100P yline Comment:	2 GRL/MIKE&MLLY			:30	\$1,900.00	10/14-10/14	1	1	1	\$1,900.00	

Rep Order# EC'd Yes Printed: 10/03/2012 11:08 AM 5 of 8 Status Revised Traffic Order# 37381 8863441 Ver# 5 Last Received: 10/03/2012 10:23 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#				Agency	Agency () SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES				
Buyer Phone Fax#	. 1	місн	AEL DETTORRE		Flight Dates 10/09/2012 - 10/15/2012 Hiatus Weeks				2	Salesperson Phone# Salesperson FAX#		# 202-872-5880 202-872-0263		
LT	Ln	Day	Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
							:30	\$1,400.00	10/12-10/12	1	 1	1	\$1,400.00	
	38	F	1000P- 1100P				: 30	31,400.00	10/12-10/12	•	1	•	\$1,400.00	
			Buyline Comment	:: BLUE BLOODS										
	39	F	900P- 1000P				:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
			Buyline Comment	: MD IN JRSY										
	40	SU	900P- 1000P				:30	\$1,400.00	10/14-10/14	1	1	1	\$1,400.00	
			Buyline Comment	: GD WIFE										
	41	F	800P-900	P			:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
			Buyline Commen	: CSI: NY										
	42	М	800P-900	P			:30	\$1,600.00	10/15-10/15	1	1	1	\$1,600.00	
			Buyline Commen	: MOTHR/PRTNR										
	43	TH	1000P- 1100P				:30	\$2,200.00	10/11-10/11	0	0	0	\$0.00	
			Buyline Commen	: ELEMNTRY										
	44	su	800P-900)P			:30	\$1,800.00	10/14-10/14	0	0	0	\$0.00	
			Buyline Commen	: AMZING RACE										
	45	W	800P-900)P			:30	\$1,900.00	10/10-10/10	1	1	1	\$1,900.00	
			Buyline Commen	t: SURVIVR										
	46	W	900P- 1000P				:30	\$2,300.00	10/10-10/10	1	1	1	\$2,300.00	
			Buyline Commen	t: CRIM MINDS										
	47	W	1000P- 1100P				:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
			Buyline Commen	t: CSI										

Rep Order# EC'd Yes 8863441 Traffic Order# 37381 6 of 8 10/03/2012 11:08 AM Ver# 5 Status Revised Printed: 10/03/2012 10:23 AM

Last Received: **Showing Buylines: All Lines**

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#				1831 C	HESTNU DELPHI	JOHNSON MAG IT ST A, PA 19103	GNUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
Bu; Ph	Buyer MICHAEL DETTORRE Phone# Fax#			Flight Dates Hiatus Weeks		10/09/2012 - 10/15/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	· *48	 ТН	900P-			:30	\$2,100.00	10/11-10/11	1	1	1	\$2,100.00	
		Buvl	1000P	t: BGBNG/2.5 MEN									
		Sales R		V5 .									
		V5 Time	Changed, (Comment Changed									
	49	SA	1000P- 1100P			:30	\$750.00	10/13-10/13	1	1	1	\$750.00	
		Buyl	ine Commen	t: 48 HR MYST									
	50	TU-F	1135P- 1237A			:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
		Buyl	ine Commen	t: LTTRMAN									
	51	М	1135P- 1237A	t a lampan		:30	\$200.00	10/15-10/15	2	1	2	\$400.00	
		Buyı	THE COMMEN	t: LTTRMAN									
	52	TU-F	1237A- 137A			:30	\$110.00	10/09-10/12	4	1	4	\$440.00	
		Buyl	ine Commen	t: FRGUSN									
	53	М	1237A- 137A			:30	\$110.00	10/15-10/15	1	1	1	\$110.00	
		Buyl	ine Commen	t: FRGUSN									
	54	SA-SU	1100P- 1130P			:30	\$300.00	10/13-10/14	2	1	2	\$600.00	
		_	ine Commen	C. NEWS									
	55	TU-F Buvl	1100P- 1130P ine Commen	t: NEWS		:30	\$500.00	10/09-10/12	4	1	4	\$2,000.00	
		2471											
	56	М	1100P- 1130P			:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
		Buyl	ine Commen	t: NEWS									

Showing Buylines: All Lines

Advertiser (LAS-TV LAS VEGAS () BERKLEY, SHELLY BERKLEY/SENATE/D		Agency (1831 PHII	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES								
Buye Phor Fax#	er 1e#	MICHAEL DETTORRE			Agency C/P1/F Flight Dates Hiatus Weeks	10/09/	/2012 - 10/15/20	12	Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	 58	SU Buylir	630A-800A ne Comment:			:30	\$215.00	10/14-10/14	2	1	2	\$430.00	
	59	su	800A-830A			:30	\$215.00	10/14-10/14	1	1	1	\$215.00	
	60	su	830A-900A			:30	\$265.00	10/14-10/14	1	1	1	\$265.00	
	61	тн	1000P- 1030P	FACE NATN		:30	\$300.00	10/11-10/11	1	1	1	\$300.00	
	62	Buyli: TH	ne Comment:	: ET		:30	\$275.00	10/11-10/11	1	1	1	\$275.00	
		Buyli	1100P ne Comment:	INSIDE EDITION									
	63	SA	930A- 1200P			:30	\$300.00	10/13-10/13	2	1	2	\$600.00	
	64	Buyli:	ne Comment: 800P-	ACC FOOTBALL		:30	\$500.00	10/13-10/13	2	1	2	\$1,000.00	
	V 4		1000P	: SAT PRIME MOVIE			+300,00	20,10 20,10	~	•	-	41,000.00	
	65	тн-г	800P- 1000P			:30	\$30.00	10/11-10/12	1	1	1	\$30.00	
		Buyli	ne Comment:	: ELECTRIC/ETRPT									

-REPORT TOTALS-

Report Totals: 139 / \$69,835.00

 Rep Order#
 8863441
 Ver#
 5
 Status
 Revised
 Traffic Order# 37381
 Printed:
 10/03/2012 11:08 AM
 8 of
 8

 EC'd
 Yes
 Last Received:
 10/03/2012 10:23 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Agency () SHORR JOHNSON MAGNUS Rep Firm Advertiser () BERKLEY, SHELLY 1831 CHESTNUT ST Sales Office

Advertiser() BERKLEY, SHELLY1831 CHESTNUT STSales Office () WASHINGTONProductBERKLEY/SENATE/DPHILADELPHIA, PA 19103Salesperson () MIKE JONES

Estimate# Agency C/P1/P2/E

Buyer MICHAEL DETTORRE Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 202-872-5880 Phone# Hiatus Weeks Salesperson FAX# 202-872-0263

Fax#
Oct 12: 139 / \$69,835.00

Station Totals: 139 / \$69,835.00 Lines not sent/rcld/rtrn: 0 / \$0.00

Sales Totals: 139 / \$69,835.00

--COMPETITIVE--

0% Market Totals \$232,783 CABL 0% KLAS 30% KSNV 40% KTNV 25% KTUD KVCW 0% KVMY 0% KVVU 5% UNKN 0%

Books null Demos RA35+